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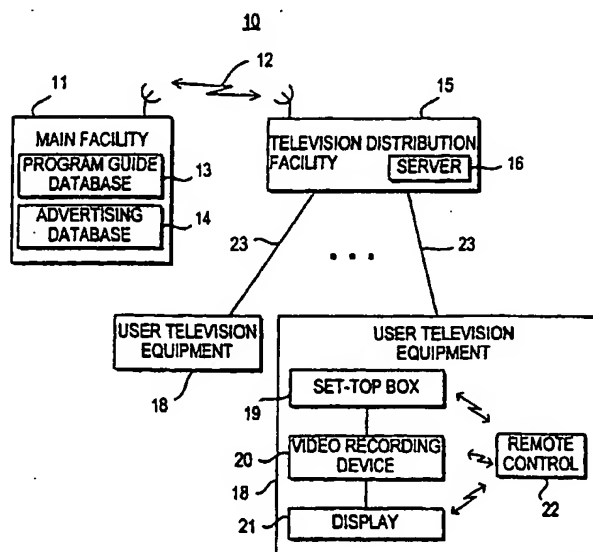
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(54) Title: INTERACTIVE TELEVISION PROGRAM GUIDE WITH ADVERTISING ATTRACT MODE



(57) Abstract: An interactive television program guide system having advertisement regions where a sequence of linked advertisements are displayed. The advertisements in each sequence of linked advertisements all advertise the same program, product, or service. A sequence of linked advertisements may consist of attraction mode advertisements and information mode advertisements that are concerned with enticing and informing, respectively. A displayed advertisement changes to the next advertisement in the sequence of linked advertisements based on the movement of a highlight region among the program listings by a user. A display advertisement may also change after a specified period of user inactivity.

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